

### REMARKS

Claims 1, 2, 4-11, 13-19, and 21-23 are pending in the present application. Reconsideration of the claims is respectfully requested.

#### **I. 35 U.S.C. § 102, Anticipation**

The Office Action rejects claims 1, 2, 4-11, 13-19, and 21-23 under 35 U.S.C. § 102 as being anticipated by *Douvikas et al.* (U.S. Patent No. 6,633,311). This rejection is respectfully traversed.

*Douvikas* teaches an electronic service to manage and export contact information. The electronic service of *Douvikas* allows a user to create an electronic business card by entering personal data into a user interface. The user may mark information as being private, semi-private, or public by selecting radio buttons. See *Douvikas*, Figures 7A and 7B, 722, 724, 726; col. 5, line 64; to col. 6, line 24; col. 9, lines 21-39. The personal data is then stored as records and fields in a database. A small integer field indicates whether a particular field is private, semi-private, or public. See *Douvikas*, Figures 19A-19C; col. 13, lines 43-50.

*Douvikas* further teaches that a controlling software application provides the electronic business card system functionality. This software includes a session manager, a login servlet, a search servlet, a database connectivity interface, and a template engine. See *Douvikas*, col. 11, line 60, to col. 12, line 10. However, only the database connectivity interface (JDBC objects/classes) performs the functions of generating personal data using structured query language (SQL) statements. See *Douvikas*, col. 13, lines 2-13. Thus, in order to request an electronic business card, a user must be logged into the electronic business card system and the electronic business card system software itself retrieves and presents the data from database fields and records.

In contradistinction, the present invention provides personal data in a more portable format. The present invention provides a personal data object that includes a template with embedded code. This embedded code may then be activated to dynamically generate personal data based on a recipient's credentials. Representative claim 1 recites:

1. A method for providing personal data to a recipient, comprising:  
providing a personal data object, wherein the personal data object includes a template with embedded code for generating a personal data output;  
receiving at least one credential for the recipient;  
activating the embedded code in the template to dynamically generate a personal data output based on the at least one credential; and  
delivering the personal data output to the recipient.

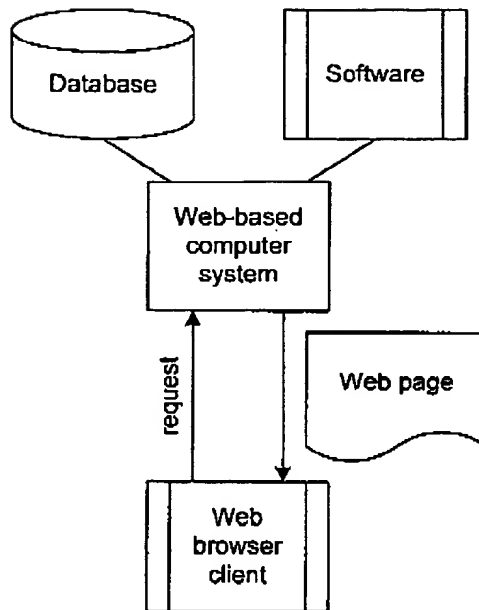
*Douvikas* does not teach or suggest a personal data object that includes a template with embedded code that may be activated to generate personal data. To the contrary, *Douvikas* stores personal data in a database format and relies on specific server software to query the database and return appropriate personal data based on the credentials of the requesting user.

*Douvikas* teaches a front end software framework that manages access to electronic business card data. The front end is separate and distinct from the business data itself. *Douvikas* states:

In one embodiment of the present invention, an electronic business card (EBC) access and organization system operates from a Web-based computer system that includes a database and software for managing access, data privacy, and dynamic updates. The cardholder database, i.e., the database containing records of each registered cardholder (or "Member" of the EBC system), is accessible from any Web browser connected to the Internet. Examples of such common Web browsers are Microsoft's Internet Explorer and Netscape.RTM. Navigator.RTM.. In an alternate embodiment, the EBC system may be installed behind a conventional network "firewall" security device and thus made accessible only to browsers connected to and authorized to use the intranet defined by and behind the firewall.

*Douvikas*, col. 2, lines 17-30. Below is a block diagram of the EBC system as described by *Douvikas*:

*Douvikas et al.*



As described by *Douvikas*, a Web-based computer system includes a database and software. The database and the software are separate, as described in *Douvikas*. Also, the software, not the database, is responsible for managing access and data privacy. Contrary to the present invention, in no way is the software of *Douvikas* **embedded** in a personal data object.

The Final Office Action alleges that *Douvikas* teaches that an electronic business card containing personal contact information is provided to an e-mail recipient at col. 8, lines 7-17 and 52-53, which read as follows:

Either the signature hyperlink or the vCard (which can also contain a hyperlink) can then be used by conventional email programs. Electronic mail sent by the cardholder is automatically formatted to contain a signature hypertext link, according to the well-known hypertext markup language (HTML) standard or any of its common variants, directing recipients of the email to the electronic business card access and organization system. This hyperlink enables the recipient of the email to rapidly access the EBC system to locate the cardholder and/or obtain additional information...

*Douvikas*, col. 8, lines 7-17.

Let's walk through the process of becoming a Member.

1. From the Member login screen, click the Become a Member button.
2. Fill in your Card Profile: the profile contains all of your contact information and can be updated as needed. See the help menu topic "Set Up Your Card" for more information.

*Douvikas*, col. 8, lines 49-55. At best, *Douvikas* teaches that a vCard can contain a hyperlink. However, there is no teaching in *Douvikas* that a personal data object includes a **template with embedded code** for generating personal data output, particularly where the embedded code is activated to dynamically generate a personal data output **based on at least one credential**, as in the presently claimed invention.

The Final Office Action alleges that *Douvikas* teaches that a card is displayed using a template with embedded tags replaced by customized data at col. 13, lines 15-22, which reads as follows:

All pages displayed by the Boomerang application, including the help and information screens, are dynamically generated. The base HTML code and image links for these pages are stored as template files which are preloaded on servlet initialization. These files are parsed and custom tags replaced with data extracted from the database (or calculated) before sending the page to the requester and display to the user.

Clearly, this portion refers to help and information screens and not a personal data object. The Office Action proffers no analysis as to why a simple hyperlink in a vCard and customary help and information screens in HTML are somehow equivalent to a personal data object includes a **template with embedded code** for generating personal data output, particularly where the embedded code is activated to dynamically generate a personal data output **based on at least one credential**, as recited in claim 1, for example.

To the contrary, *Douvikas* actually teaches an electronic business card system that is very different from the presently claimed invention, because *Douvikas* teaches a Web-based front-end software system that is separate from the personal data in a database. In fact, *Douvikas* actually teaches away from the presently claimed invention because it teaches using specific software, separate from the data itself to manage access and data privacy, as opposed to a personal data object that includes a template with **embedded code**, as in the presently claimed invention. Absent the Office Action pointing out some teaching or incentive to implement *Douvikas* with a personal data object with embedded

code, one of ordinary skill in the art would not be led to modify *Douvikas* to reach the present invention when the reference is examined as a whole. Absent some teaching, suggestion, or incentive to modify *Douvikas* in this manner, the presently claimed invention can be reached only through an improper use of hindsight using Applicants' disclosure as a template to make the necessary changes to reach the claimed invention.

The applied reference fails to teach or fairly suggest each and every claim limitation; therefore, *Douvikas* does not anticipate claim 1. Independent claims 10 and 19 recite subject matter addressed above with respect to claim 1 and are allowable for the same reasons. Since claims 2, 4-9, 11, 13-18, and 21-23 depend from claims 1, 10, and 19, the same distinctions between *Douvikas* and the invention recited in claims 1, 10, and 19 apply for these claims. Additionally, claims 2, 4-9, 11, 13-18, and 21-23 recite other additional combinations of features not suggested by the reference.

More particularly, with respect to claims 4, 13, and 21, *Douvikas* does not teach or suggest that the personal data object comprises at least one of a signed Java class, a Java server page, and a text file with fields replaced by JavaScript code. While *Douvikas* teaches that the electronic business card service software uses Java, the applied references does not teach a **personal data object** that includes personal data and a template with embedded code, wherein the **personal data object** comprises a signed Java class, a Java server page, and a text file with fields replaced by JavaScript code, as recited in claims 4, 13, and 21.

The Final Office Action alleges that *Douvikas* teaches a personal data object comprising a Java class and a Java server page, as it was disclosed that displayed HTML pages are returned to the requester, at col. 12, lines 65-67, which reads as follows:

After processing the URL and form parameters, a HTML document (e.g., a results screen) is returned to the requestor, typically the browser window.

Thus, *Douvikas* does indeed appear to teach processing a URL and returning a HTML document. However, this falls well short of the limitations of claim 4, for example. In no way is a simple HTML document equivalent to a personal data object including personal data and a template with embedded code for generating a personal data output that comprises a signed Java class, a Java server page, or a text file with fields replaced

by JavaScript code. The Final Office Action proffers no analysis as to why the seemingly irrelevant cited portion somehow anticipates claim 4, for example.

The Final Office Action further alleges that *Douvikas* teaches implementing a personal data object including personal data and a template with embedded code for generating a personal data output that is implemented in Java using a Java server page at col. 12, lines 5-6, 15-27; and col. 13, lines 1-6. Col. 12, lines 5-6, teaches that the database may be implemented using JDBC. Col. 12, lines 15-27, teaches that the Web server may be implemented using Java objects. Col. 13, lines 1-6, states:

**JDBC Objects/Classes 1340**

These consist of generic JDBC classes that execute queries and return results in a Java hash table indexed by column name. To make more efficient use of database resources, all structured query language (SQL) statements are prepared at servlet initialization.

Thus, *Douvikas* teaches that the JDBC classes are used to query and return results from the database. Nowhere do any of these cited portions teach that a personal data object including personal data and a template with embedded code for generating a personal data output is implemented in Java using a Java server page, as alleged by the Final Office Action.

Therefore, Applicants respectfully request withdrawal of the rejection of claims 1, 2, 4-11, 13-19, and 21-23 under 35 U.S.C. § 102.

**II. Conclusion**

It is respectfully urged that the subject application is patentable over the prior art of record and is now in condition for allowance.

The Examiner is invited to call the undersigned at the below-listed telephone number if in the opinion of the Examiner such a telephone conference would expedite or aid the prosecution and examination of this application.

DATE:

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Respectfully submitted,



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